

October 2020

菜单洞察——早午餐和下午茶 - China

“早午餐和下午茶已开始在中国走红，分别皆有70%左右的渗透率。然而，高渗透率并不意味着这是一个成熟的市场，因为这两种餐饮场合的定义都比较宽泛。为了在未来激烈竞争中突围，商家需对菜谱进行大胆创新，例如添加植物基原材料，并且为消费者提供潮流而摩登的用餐体验。虽然新冠疫情削弱了消费者的消费信心，但这并不表明餐饮商家需舍弃高端路线。相反，商家需考虑的核心问题之一是面向不同消费者时如何找到高端和实惠之间的平衡点。”

- 俞文，研究分析师

September 2020

菜单洞察——茶饮店（上半年） - China

“吸引更多消费者的压力和涨价压力不断上升，导致了2019年中国茶饮店市场增速放缓。此外，新冠疫情也对该市场造成了冲击，因为疫情对消费者的购买力构成负面影响，并暂时抹除了部分消费场景。为了抵御疫情的冲击，品牌需要跟上产品创新的步伐，尤其是通过原料混合提供令消费者满意的口味和质地。同时，品牌也需要考虑推出更多零售产品，以扩充营收渠道。”

- 俞文，研究分析师

Menu Insights - Brunch and
Afternoon Tea - China

“Western-style brunch and afternoon tea have started becoming viral in China as each meal occasion has garnered an incidence of around 70%. However, the high penetration rate doesn't translate into a mature market given that both meal occasions are loosely defined. In order to stand out in the fierce market ...

Menu Insights - Tea Houses 1H - China

“Escalating pressure to attract more consumers and from price mark-ups has slowed China's tea drinks market in 2019. In addition, COVID-19 has also rocked the market, since the outbreak has adversely impacted consumers' purchasing power and temporarily wiped out a few consumption occasions. In order to weather the outbreak, brands ...